Walk, Roger A. PMUSA

Walk, Roger A.

From: Williams, David L.
Sent: Wednesday, January 29, 2003 1:07 PM
To: Beard, Christopher
Cc: Lau, Raymond W.; Gross, Deane; Zelesko, Ian; Walk, Roger A.; Callicutt, Charlene
Subject: RE: Search Engine Optimization

Chris,

Charlene and I had a question as a result of our review of the information supplied in your e-mail. We noticed that there was no specific page for "Tar and Nicotine Numbers", but there was reference to "tar" and "nicotine" in several of the other pages (i.e. "Ingredients "Our Products", etc.). We assume that the "Tar and Nicotine Numbers" page was left out intentionally. Is this correct?

Charlene will attend the meeting in my place next week.

Very Best Regards,

David

-----Original Message-----
From: Beard, Christopher
Sent: Thursday, January 23, 2003 5:02 PM
To: Walk, Roger A.
Cc: Williams, David L.; Lau, Raymond W.; Gross, Deane; Zelesko, Ian
Subject: Search Engine Optimization

Over the past few months, Corp. Affairs has been working with Semaphore Partners on a search engine project. The goal of this project is to have www.pmusa.com pages appear higher upon the results page when people search on Lycos, Google, etc.

As a content owner for pmusa.com, we need your help in making sure that we have the right keywords, titles and descriptions. Attached you will find two Excel Workbooks: "PMUSA SEO Titles & Descriptions" & "PMUSA SEO KEI". (SEO stands for "search engine optimization"; KEI stands for " keyword effectiveness index")

Within the Workbooks are several Worksheets (tabs along the bottom). Each of the tabs pertains to a specific page within our website. We are looking for your comments and approval on the recommendations.

-Titles & Descriptions Workbook: Each Worksheet within this Workbook has two columns. The first column contains the search titles & descriptions that we use on our internal search tool on our website. The second column contains proposed titles and descriptions in which we added popular search phrases to improve ranking in search engines. See example below:

HomePage

PMUSA.COM INTERNAL SEARCH RECOMMENDATION

Title: *Title:*
Philip Morris USA- Home Philip Morris USA Home

Description: *Description:*
This site provides a wide range of information about Philip Morris USA, its products, and the important issues and responsibilities surrounding tobacco use. Philip Morris USA tobacco company offers information on its products and

Source: https://www.industrydocuments.ucsf.edu/docs/yrxk0001

important issues pertaining to cigarette smoking and responsibilities surrounding tobacco use.

-KEI Workbook: The terms you will find highlighted in green are the "keywords" that are recommended for each page moving forward. Note: Only a limited number (8-10 max) will be used for each page. These words and phrases will have the most impact on pmusa.com ranking within the search engines.

Please review both of the attached Workbooks and I will schedule a meeting to discuss. We are aiming meet with you in Richmond February 6th or 7th if your schedule permits. Once approved, we will submit the titles/descriptions to the search engines.

Thanks for your help and hope all is well.

Call me with any questions.
<< File: PhilipMorrisUSA SEO KEI (R).xls >> << File: Titles & Descriptions (R).xls >>

Source: https://www.industrydocuments.ucsf.edu/docs/yrxk0001